

Liquor Chronicles

Department of Revenue

Liquor Distribution Team

February 2004

Red Lodge

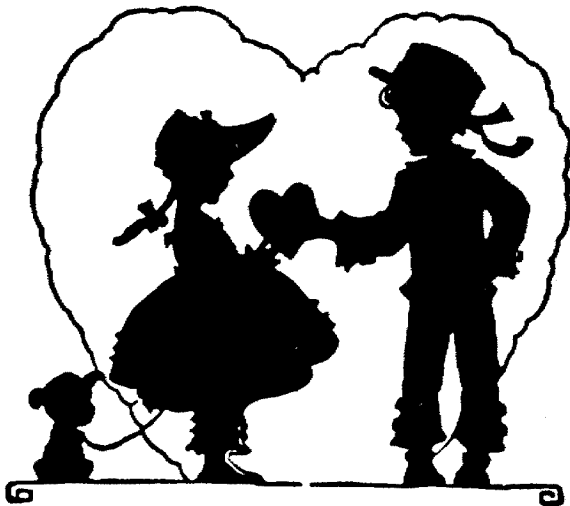
The Department of Revenue has begun the RFP process to select an individual to operate an agency liquor store in the community of Red Lodge, Montana. It is anticipated this process will be completed and an agent selected by the end of March.

New Agent

Mike Novak was awarded the agency contract to open and operate a new agency liquor store in Chester, Montana. Mike was selected through the RFP process. The anticipated opening date for the store is March 1, 2004. The store will be located at 745 East Washington in Chester. We wish Mike success as an agent for our department.

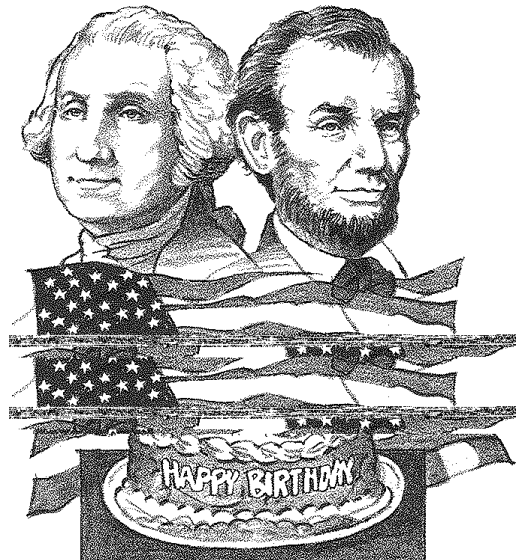
Warehouse Inventory

The annual liquor warehouse inventory, cleaning and maintenance was conducted January 19-23, 2004. Your cooperation and order planning was appreciated.



Presidents' Day Holiday

Monday, February 16, 2004 is Presidents' Day. This holiday is observed by the state, therefore all agency liquor stores must be closed on the holiday. Stores with a Monday pick date will need to have their orders in to the Helena office by 4:00 a.m. on Wednesday, February 11, 2004 for processing.



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DANZKA Vodka

DANZKA Vodka is a traditional product in a non-traditional bottle. With its characteristic aluminum bottle, DANZKA Vodka is difficult to avoid and distinguishes itself markedly from other vodkas in glass bottles.

DANZKA Vodka is a crystal-clear, high-quality vodka distilled from 100% whole wheat grain and made according to the finest Nordic traditions. These traditions are obtained by using an advanced production method. A combination of pure dematerialized water, 100% whole wheat, continuous six-column distillation, and our triple-filtration system, which creates perfectly balanced and crystal-clear vodka. Add to that more than 150 years' experience in the noble art of distilling, and you have the exclusive taste of DANZKA.

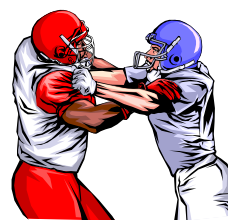
The harmonious, smooth taste makes DANZKA Vodka the perfect drink, whether enjoyed ice-cold, on the rocks, as a shot or as a mixer. In fact, it's known as the "Unexpected Vodka" because it is so surprisingly excellent no matter how it is drunk.

DANZKA is available in three variants: The neutral DANZKA Vodka, DANZKA Citrus and DANZKA Grapefruit – the only vodka in the world flavored with grapefruit.

Source: <http://www.distillers.dk/>
<http://www.danzka.com/>

Order Errors

When an agency store receives a mis-pick, meaning they receive a product that is different from what they are invoiced for, it is imperative the mistake is reported to the Helena office. An agent may think the mis-pick is no big deal and there may not be any significant price difference, therefore they will just keep it because they feel they can sell it anyway. Reporting these errors is crucial in allowing the Helena warehouse to maintain an accurate inventory.



Super Bowl Trivia

Who makes Super Bowl Trophy: Tiffany & Co. of New York.

Cost of Super Bowl Rings: League pays for up to 150 rings at \$5,000 per ring (plus adjustments for increases in gold and diamonds). League also pays for 150 pieces of jewelry for the losing team, which may not cost more than one-half the price set for the Super Bowl ring.

Host City Economic Impact: Super Bowl XXXVII generated a total economic impact on San Diego County of \$367 million, according to a study by Marketing Information Masters, Inc. The \$367 million economic impact on San Diego County compares to the \$295 million impact on the region the last time it hosted a Super Bowl (XXXII) in 1998.

Super Bowl XXXVII TV Audience: Last year's game was the most watched program ever with 138.9 million viewers. The 10 most-watched programs in TV history are all Super Bowls.

Product Updates

New Products

- Aguila Tequila
498-87066-75
6 pack @ \$42.95/bottle
- Bowmore 25 yr
100-4630-75
6 pack @ \$189.95/bottle
- Cabana Boy Vanilla Spice Rum
345-46102-75
12 pack @ \$13.80/bottle
- De Montal Special Reserve
350-47056-75
12 pack @ \$26.65/bottle
- De Montal Special Reserve
350-47025-75
12 pack @ \$38.40/bottle
- Forty Creek Barrel Select Canadian
Whiskey
110-10890-75
12 pack @ \$20.95/bottle
- Highland Mist
102-8048-17
6 pack @ \$19.10/bottle
- Jim Beam w/ Cola (6 pack)
398-57011-35
24 pack @ \$8.50/unit (6 pack)
- Marie Brizard Watermelon
475-65680-75
6 pack @ \$12.15 bottle

New Products (Continued)

- Merry's Peaches & Cream
425-68600-75
12 pack @ \$10.45 bottle
- Sandeman Rich Ruby
525-90694-75
12 pack @ \$11.85/bottle



Repackable Items

- Montana Gold Blackberry Brandy
390-55024-37
24 pack @ \$2.00/bottle
(Repackable by 3's)

New Size

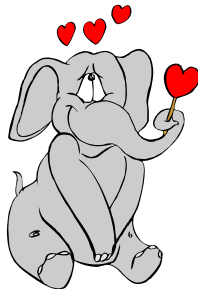
- Arrow Cinnamon Schnapps
490-82017-10
12 pack @ \$6.95/unit



Product Updates

Price Changes

- Canadian Label
111-12366-75
12 pack @ **\$6.50/bottle**
- Columbus Vodka
255-34243-75
12 pack @ **\$21.10/bottle**
- Sir Thomas Brandy
375-53347-10
12 pack @ **\$8.95/bottle**



HAPPY VALENTINE'S DAY 

Discontinued Items

- Bowmore 25 yr Ceramic
005-1059-75
(see "New Products" for updated version of this product with regular glass bottle)
- Cabana Boy Vanilla Spice Rum
345-46100-75
(see "New Products" for updated version of this product)
- JD CC Watermelon Spike
398-61601-17
- Jim Beam w/ Cola (4 pack)
398-57010-35
24 pack @ \$5.70/unit (4 pack)
(We still have inventory on the 4 packs, but when they are depleted, we will replace them with the 6 packs. See "New Products" for 6 pack info.)